IN.GOV CMS AGENCY HOMEPAGE DESIGN WORKBOOK

AGENCY INFORMATION	
AGENCY NAME:	AGENCY ABBREVIATION:
AGENCY WEB ADDRESS:	
AGENCY PIO NAME:	EXECUTIVE SPONSOR:
AGENCY MIGRATION LEAD:	IN.GOV MIGRATION LEAD:
DATE PREPARED:	DATE LAST MODIFIED:

INTRODUCTION

This worksheet is intended to guide your agency's migration team through the development of your new agency homepage. Please fill the worksheet out prior to the second migration meeting with your IN.gov migration lead (IML). During this meeting, IN.gov's designer will discuss your answers and any additional ideas you may have for your new site design.

COLOR SCHEME

Choose 2-3 colors for your new site. Remember, this color will be used throughout your agency's entire site and cannot change from page to page.

Tips:
- Look at recently redesigned agency sites for ideas of what has been used, overused and not used. The sites that are currently live include: DHS, First Lady, Gov, HIP, IAC, IEERB, IOT, Lt. Gov.
- Choose two complimentary colors if you don't want your site to be monochromatic (see TRF's new site).
- Avoid blue. Because Indiana's state colors are blue and gold, those always come to mind first. Resist the urge and think outside the box.
- Look at your agency's current logo, if you have one. Are there any colors that stand out?
- Keep in mind that the color will be gradient, meaning it will go from light to dark to light and certain widgets on the new site, such as online services and FAQs, will be shades of the color you choose.
- Look at a color wheel. The possibilities are endless. Just because another agency has used the color you first choose doesn't mean you can do a variation of that color.

FAQS, "I WANT TO" ITEMS & ONLINE SERVICES

Compile a list of FAQs and "I Want To" items and online services. Every agency should have FAQs and, in some cases, they may double as "I Want To" items as well. The idea is to give your site visitors multiple options to find the information they need. If your agency does not provide any online services, IN.gov has site-wide online services it will use, such as help.IN.gov.

A list of 10 FAQs and "I Want To" items are due to your IML with the submission of this worksheet. The corresponding answers and links can be submitted with your site map prior to your migration start date. "I Want To" items should be listed on your site map and FAQs should be submitted using the IN.gov Agency FAQ Template that is available at http://webmasters.IN.gov.

NAVIGATION

Establish a logical, meaningful navigation. The new design and CMS implementation is an opportunity for your

agency to restructure its site if you choose.

Tips:
- Again, the navigation should be logical to your visitors, not you. Just because you know that PeopleSoft is part of IOT's project office doesn't mean your site visitors do.
- Do not use any agency jargon on your navigation, i.e. Government Management Information Systems, a.k.a. PeopleSoft.
- Group similar topics together to create drop-down menus i.e. "Newsroom" can include press releases, photo galleries, media contact information, newsletters, audio/video downloads, etc.

BILLBOARDS

Choose a service, initiative or program to promote or meaningful message to communicate through your homepage billboard image.

Tips:
- Popular online services are always a safe bet since often times that is why visitors are coming to your site.
- A list of 3-4 will help your IML and the IN.gov designer find an appropriate image.
- Do not choose photos that will require caption explanations. IN.gov will not approve these.
- Include any relevant marketing information, such as logo(s), catch phrases, etc.

WIDGETS

Compile a list of 4-5 programs, services or initiatives to promote via widget advertisements.

Tips:
- Recycle what you have! Many agency sites already have "widget" advertisements that can be used on the new site.
- Use the "leftovers" from your homepage billboard ideas.
- Focus on online services or major programs.
- Consider the size – widgets are significantly smaller than billboard images and have to fit the width of the right and left navigation bars.

BODY CONTENT

Decide what you would like your homepage body text to display.

Options include:
- News Releases (dynamically pulled from the IN.gov Press Release & Calendar Events System)

- Calendar Events (dynamically pulled from the IN.gov Press Release & Calendar Events System)
- Statement from your agency director, commissioner, etc.
- Your agency mission statement
- Featured news item (similar to IN.gov Featured News)

ADDITIONAL NAVIGATION

Will your agency site require left column navigation to accommodate special programs, initiatives or customers?

Examples include:
- Information For (Vendors, State Employees, Teachers, etc)
- Quick Links
- Agency Initiatives
- Agency Programs
- Agency Divisions
- See IAC's site for more clarification.

IN.GOV APPROVAL

Please keep in mind that all design elements are approved by IN.gov staff prior to site launch. Because specific standards are in place, some ideas, colors, etc. will not be considered, but IN.gov is more than willing to work with agencies to accommodate their needs.